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RICHMOND, VIRGINIA

To: Mr. F. E. Resnik Date: August 18, 1976  
From: J. E. Wickham ✓  
Subject: Retest of Cigarettes By Federal Trade Commission (FTC)

The following explanation of the retesting of the four (4) cigarette brands was made by Dr. W. Steele of the Tobacco Institute Testing Laboratory (TITL).

Reynolds complained regarding the difference in the data between the FTC and TITL laboratories for Dawn and More on the 18th Market Survey. The Tobacco Institute initiated the retesting by requesting Dr. Steele to write a letter to the FTC. He requested FTC to retest Dawn, More, and Long Johns (plain and menthol). No reply was received and a second letter was written.

At this point the FTC replied and suggested that they advance test Market Survey 19 cigarettes for these three (3) brands. (Samples from Market Survey 18 had been discarded.)

American requested that no new data be published on Long Johns; therefore, in the attached release the new data was omitted.

FTC stated to Dr. Steele that a new technician (smoker) was probably the cause for the original data being high. The dilution holes were possibly covered and this was not detected during the smoking process. FTC is now marking diluted cigarettes approximately 7/16 inch from the butt end for insertion depth.

I would strongly recommend that a uniform insertion depth be established for both the TITL and FTC laboratories as well as the Tobacco Industry. We are currently inserting cigarettes 9 mm into the lucite holders which is also the Coresta standard.

If you have any questions regarding this information, please let me know.

JEW:gmm

cc: Dr. R. B. Seligman  
Mr. R. N. Thomson

Attachment



PM3001061075